

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, NY 10017**

TO: Bill Lynch  
FROM: Barbara Serpe *BAS*  
SUBJECT: "New" Retention Codes

DATE: January 19, 1993

Bill, as we discussed today, to follow is a list of retention codes assigned by Hunton & Williams and somehow not incorporated into PM's code list.

**MARKETING SERVICES**  
**EVENT PROMOTIONS DEPARTMENT**

**Entertainment Events**

<u>Code</u>	<u>Category</u>	<u>In Dept.</u>	<u>In Storage</u>	<u>Total</u>
C2677	Correspondence	C	3	C + 3
E1385	Entertainment - General	C	3	C + 3
M1557	Minority Advertising	C	3	C + 3
P2343	Personnel Files	TER		TER
R1062	Records Mgmt. Files	TER		TER

The following codes were also assigned after initial codes were established. I believe these are recognized by PM File Retention personnel but am including them just in case they were not picked up as well.

**Virginia Slims Promotions**

<u>Code</u>	<u>Category</u>	<u>In Dept.</u>	<u>In Storage</u>	<u>Total</u>
P2296	Price Value	C	3	C + 3
S2149	Southern Women's Show	C	3	C + 3

A final note. I am no longer the department's coordinator as Leo McCullagh has been replaced by Ina Broeman as the director of Event Marketing (Promotions). Martha Griffin, Ina's secretary, now represents our department in this area. I'm following through in this situation as these codes were issued to me pre-Martha.

Thanks for your help..

2023616330